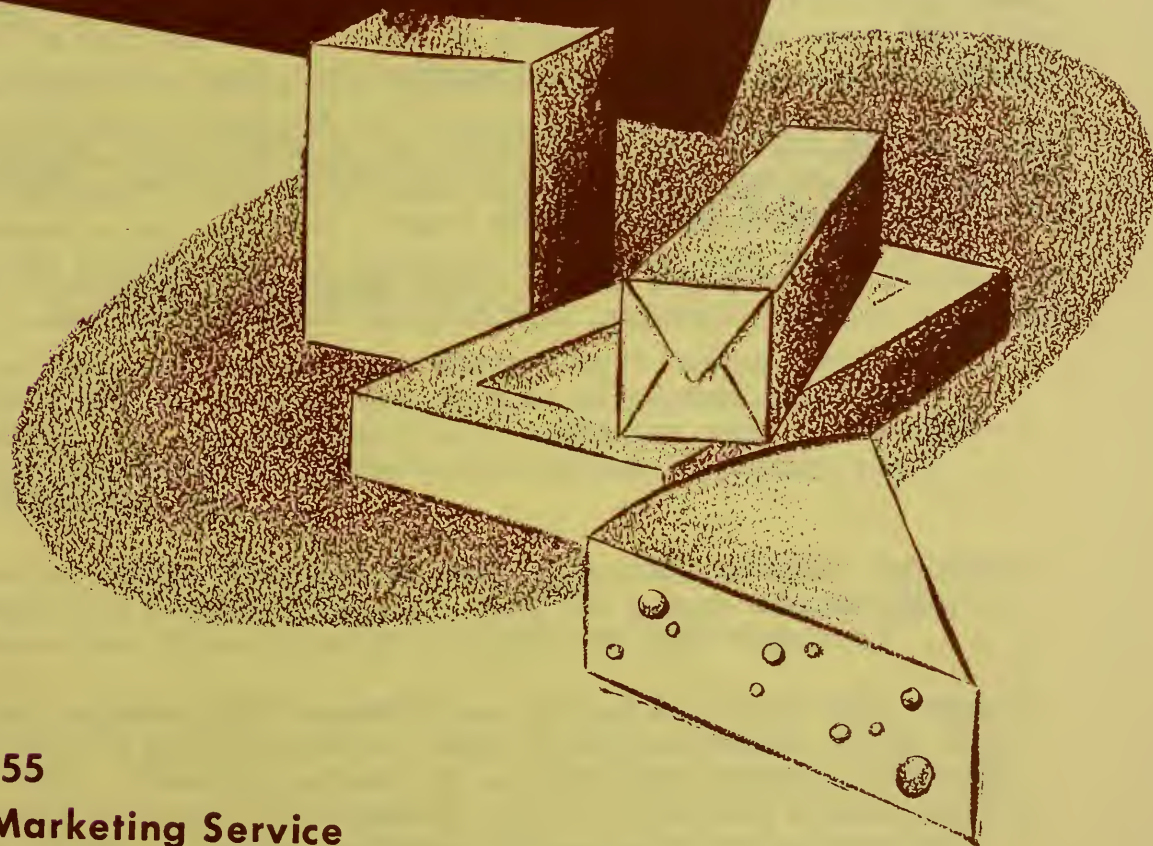
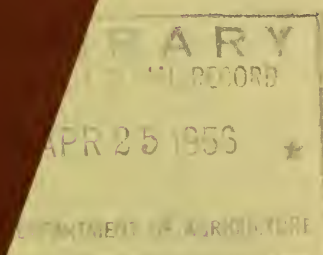


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, July 1955



HPD-13

September 1955

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, JULY 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

Householders in the United States reported during July 1955 that they bought about 5 percent more butter and 10 percent more margarine than in July 1954. This marked the 16th consecutive month in which householders' purchases of butter were reported larger than in the corresponding months a year earlier, and the 10th consecutive month of larger purchases for margarine.

Householders reported a small drop in total purchases of natural and processed cheese products during July 1955 compared with July 1954. This occurred in smaller purchases of processed cheese products, which overbalanced an increase in natural cheese purchases. Cottage cheese purchases were reported down slightly in July 1955 from the July 1954 level. Purchases of nonfat dry milk solids for household use continued high, and were over one-fourth larger than a year earlier.

Total purchases of butter for household use during the 4-week period of July 1955 were estimated at 57 million pounds, a gain of 3 million pounds over purchases in July 1954. The percentage of all families buying butter--44 percent--in July 1955 was 2 percentage points above a year earlier. There was no reported change from 1954 in the average size of purchase per buying family, while the frequency of purchase continued lower.

Butter purchases by householders during the 4 months April-July 1955 were 8 percent greater than in the corresponding period a year earlier. In the preceding dairy marketing year, April 1954-March 1955, purchases of butter were reported 13 percent above April 1953-March 1954.

The reported change from June to July this year in butter purchases was downward by 4 million pounds. This was a much sharper June-July change than those reported for 1954 and 1953 (table 1).

Margarine purchases for household use during July 1955 were reported at almost 84 million pounds, about 7 million pounds larger than in July 1954. About 56 percent of all families reported purchases of margarine in July 1955 compared with 53.5 percent a year earlier. Families buying margarine continued buying more per purchase but their frequency of purchase was down from that reported in 1954.

For the 4-month period April-July 1955, margarine purchases for household use were estimated over 10 percent larger than in the same period of 1954. In the year ending March 31, 1955, they had been 3 percent larger than in the year ending March 31, 1954.

Compared with the preceding month, margarine purchases in July 1955 were 5.5 million pounds lower. The June-to-July change in 1954 had been downward by almost 4 million pounds, but in 1953 there had been an increase of 1 million pounds. The level of margarine purchases this July, although well above a year earlier, was somewhat lower than in July 1953 (table 2).

The average of prices paid for butter by consumers in this survey during July 1955 was just above a year earlier while margarine prices were reported lower. This change has resulted in a widening of the price spread between butter and margarine--a spread of 42 cents per pound this July compared with 39 cents in July 1954.

About 16 percent of all families reported buying both butter and margarine in July 1955, and the same percentage reported buying neither of these products. This indicated no change from last July in the percentage buying both, but a sizable drop in the number of families buying neither.

Total natural and processed cheese purchases by householders during a 4-week period of July 1955 were estimated at 43.5 million pounds (purchased weight basis) compared with 45.8 million pounds a year earlier. Compared with the preceding month, total natural and processed cheese purchases in July 1955 were down 4.5 million pounds, a larger decline than from June to July in 1954.

Natural cheese purchases in July 1955 were reported at 23.8 million pounds, up from a year earlier by about 1 million pounds. For the 4 months April-July 1955, total natural cheese purchases were about 9 percent larger than in April-July 1954. Compared with the preceding month, however, natural cheese purchases in July were down 3 million pounds, with consumers reporting smaller purchases of all types (table 4).

Total processed cheese purchases--including cheese, cheese foods and spreads--for household use in July 1955 were reported at 19.7 million pounds, down about 15 percent from July 1954. Most of this drop in the total from a year earlier was due to a sharp drop in processed cheese foods. For the April-July 1955 period, total purchases of processed cheese products were down 16 percent from April-July 1954 (table 5).

Cottage cheese purchases, not included in the above cheese totals, were reported at 33.0 million pounds in July 1955 compared with 34.3 million pounds a year earlier. As in 1954, purchases fell off slightly from June to July this year (table 6).

Household purchases of nonfat dry milk solids in July 1955 were 27 percent above the level reported in July 1954. Purchases for the April-July 1955 period were 25 percent over a year earlier. Monthly purchases averaged close to 13 million pounds in the first 7 months of 1955. The increase in purchases of nonfat dry milk solids over a year earlier has been mainly due to more families buying, as indicated in the latest quarterly report in this series.

The average of prices paid for nonfat dry milk solids by consumers in this survey was close to 40 cents per pound in July 1955, over 3 cents per pound higher than in July 1954. The average size of purchase in July 1955--20.5 ounces--was under that reported a year ago (table 7).

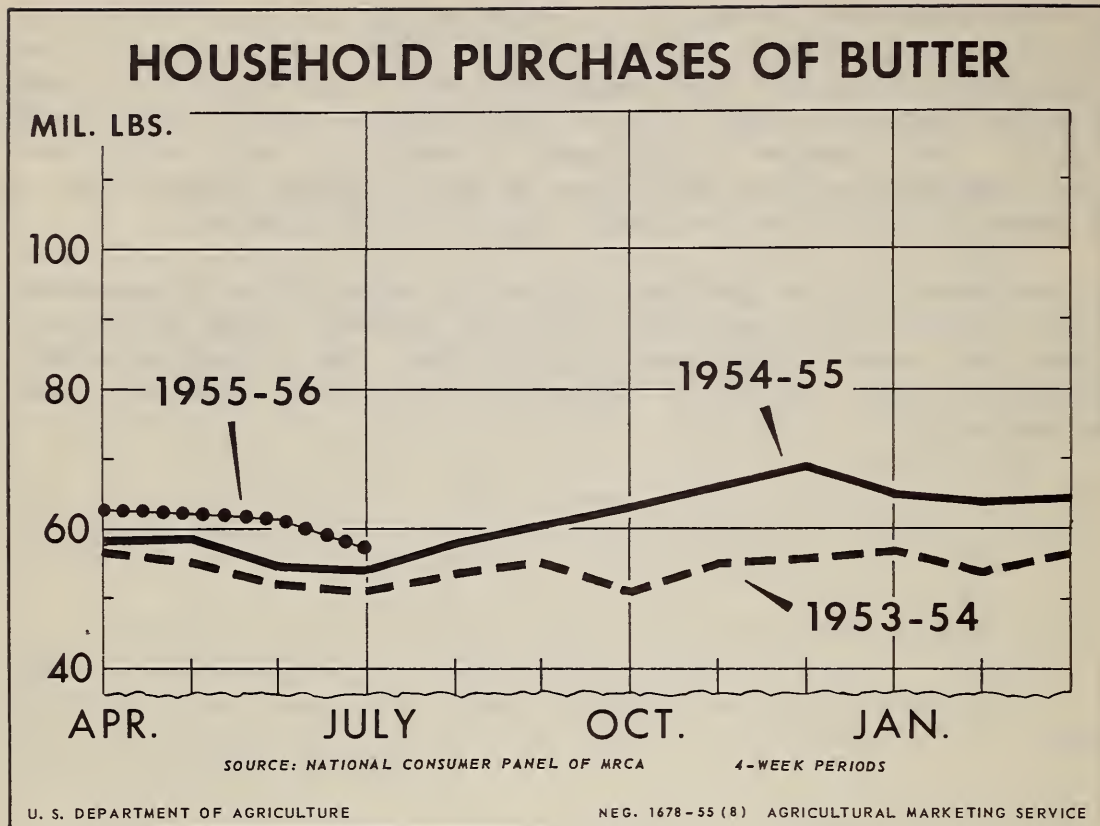


Figure 1

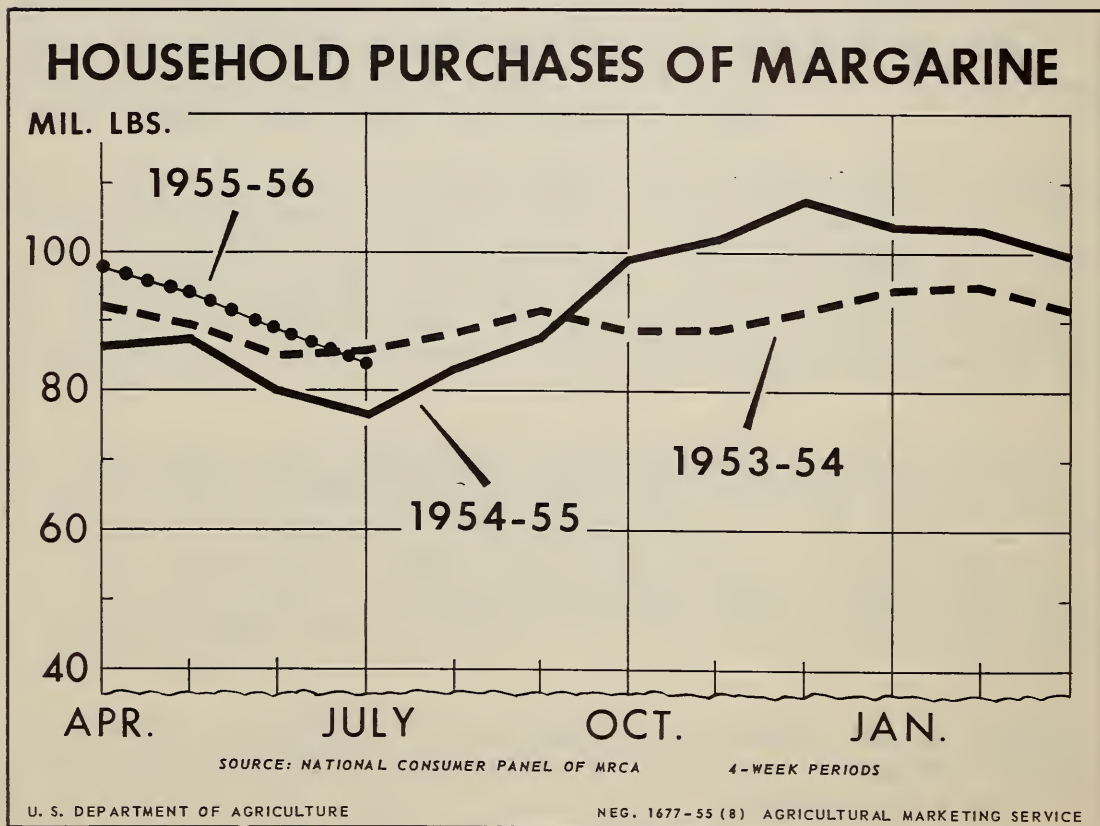


Figure 2

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, July 1955

Type	Percentage of all families buying any type	Quantity purchased			Average price paid per unit
		Average	Total	Per	
		per	1,000	1,000	
		purchase:	population:	population:	
	Percent	Ounces	1,000 pounds	Pounds	Unit Cents
Natural					
American	x	13.3	14,860	92.8	Lb. 63.9
Swiss	x	9.8	3,450	21.5	Lb. 75.9
Cream	x	6.0	2,990	18.7	3 oz. 14.2
Other	x	8.2	2,540	15.8	Lb. 78.2
Processed					
Cheese	x	10.4	9,090	56.7	Lb. 60.8
Cheese foods:	x	23.2	4,640	29.0	Lb. 44.7
Cheese spreads	x	14.7	5,940	37.0	Lb. 49.9
	<u>1/ 54.3</u>				
Cottage cheese	—	16.3	33,030	206.2	12 oz. 21.0

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----	14,860	14,160	3,450	3,120	2,990	2,500	2,540	2,950
August-----		15,010		2,940		2,310		2,940
September-----		16,140		3,520		2,790		2,950
October-----		17,280		3,640		3,370		3,520
November-----		16,950		3,100		3,670		3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
	Average price paid							
	Per pound				Per 3 oz.			
	American		Swiss		Other		Cream	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----	63.9	63.0	75.9	75.0	78.2	74.0	14.2	14.4
August-----		62.9		75.1		76.1		14.4
September-----		62.0		74.2		77.2		14.2
October-----		62.0		72.7		77.4		13.7
November-----		62.8		74.9		74.7		13.5
December-----		63.0		75.1		81.9		13.9
January-----		63.3		72.0		75.8		13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	Processed cheese		Cheese foods		Cheese spreads			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	pounds	pounds	pounds	pounds	pounds	pounds	pounds	pounds
April-----	9,010	10,740	5,240	9,110	6,410	5,670		
May-----	9,640	10,670	4,930	9,020	6,400	6,290		
June-----	9,940	10,330	5,210	9,420	6,970	5,450		
July-----	9,090	9,900	4,640	7,960	5,940	5,170		
August-----		9,940		7,580		5,710		
September-----		10,460		8,090		6,000		
October-----		10,000		8,160		6,790		
November-----		9,660		6,360		6,050		
December-----		9,210		6,210		6,130		
January-----		10,020		6,970		7,920		
February-----		10,700		7,250		8,350		
March-----		10,380		6,340		7,800		
Average price paid per pound								
	Processed cheese		Cheese foods		Cheese spreads			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	61.5	60.9	45.0	47.1	51.0	57.9		
May-----	60.4	60.6	44.7	45.8	50.7	52.0		
June-----	59.3	61.2	44.2	45.8	50.6	54.3		
July-----	60.8	61.5	44.7	46.7	49.9	53.9		
August-----		61.2		46.6		51.9		
September-----		60.1		45.5		51.9		
October-----		61.2		44.8		52.1		
November-----		61.1		44.5		53.7		
December-----		62.0		46.1		55.6		
January-----		61.4		44.9		51.8		
February-----		61.4		44.2		49.8		
March-----		60.9		44.1		49.9		

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of	
			Per 12 oz. unit		Per actual 12 oz.		average purchases	
			for all purchases		unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000						
	pounds	pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----	33,030	34,300	21.0	20.9	22.9	22.7	16.3	15.9
August-----		32,820		21.2		23.0		15.7
September-----		31,720		21.1		22.8		15.7
October-----		32,780		21.3		23.0		15.5
November-----		32,940		21.4		23.1		15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid					
	Average per purchase		Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----	20.5	23.5	12,140	9,560	75.8	60.1	39.7	36.4	35.8	34.8
August-----		22.6		9,410		59.1		35.5		33.7
September-----		22.0		9,910		62.3		36.7		34.1
October-----		20.6		10,860		67.7		38.3		35.0
November-----		20.3		10,650		65.5		38.5		35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		18.9		12,360		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

National Consumer Panel of Market Research Corporation of America.

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